

**From:** [Joanne Kumamoto](#)  
**To:** [jessica@southpark.la](#); [jhowland@ccala.org](#); [matt@rodriguezstrategies.com](#); [jessica@rodriguezstrategies.com](#); [leon@rodriguezstrategies.com](#); [laura@mecoy.net](#)  
**Cc:** [Kent Smith](#); [Rena Leddy](#); [blair@historiccore.bid](#); [MRumsey@ccala.org](#); [geoyu28@aol.com](#); [Kerry@hollywoodbid.org](#)  
**Subject:** Re: You are invited to the Creative Economic Development Fund Inaugural Awards Ceremony  
**Date:** Tuesday, July 21, 2015 9:17:02 AM

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Jessica or John, what ever happened to this?  
Joanne

-----Original Message-----

From: Jessica Lall <jessica@southpark.la>  
To: John Howland <jhowland@ccala.org>; Matthew Rodriguez <matt@rodriguezstrategies.com>; Jessica Borek <jessica@rodriguezstrategies.com>; Leon Cain <leon@rodriguezstrategies.com>; Laura Mecoy <laura@mecoy.net>  
Cc: Kent Smith <kent@fashiondistrict.org>; Rena Leddy <rena@fashiondistrict.org>; Blair Besten <blair@historiccore.bid>; Marie Rumsey <MRumsey@ccala.org>; geoyu28 <geoyu28@aol.com>; jkumamoto <jkumamoto@aol.com>; Kerry Morrison <Kerry@hollywoodbid.org>  
Sent: Thu, Jun 18, 2015 3:31 pm  
Subject: RE: You are invited to the Creative Economic Development Fund Inaugural Awards Ceremony

This is crazy. I won't even delve in to the issues of getting and funding from the DCA for actual public art in our neighborhoods. Sigh.....

Jessica Lall  
South Park BID  
*Celebrating 10 Years*  
o. 213 663 1112  
c. 213 820 0837

[24/7: 866 560 9346](#)

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**From:** John Howland [<mailto:jhowland@ccala.org>]  
**Sent:** Thursday, June 18, 2015 2:50 PM  
**To:** Matthew Rodriguez; Jessica Borek; Leon Cain; Laura Mecoy  
**Cc:** Jessica Lall; Kent Smith; Rena Leddy; Blair Besten; Marie Rumsey; [geoyu28@aol.com](mailto:geoyu28@aol.com); [jkumamoto@aol.com](mailto:jkumamoto@aol.com); Kerry Morrison  
**Subject:** FW: You are invited to the Creative Economic Development Fund Inaugural Awards Ceremony

All

Follow up to today's meeting. Please see the email below. It follows on an email I received at the same time from LURN announcing the meetings tonight on vending as well as this award. Here's the LURN Blurb - "And, in recent exciting news, we were selected as a grantee by LA's Department of Cultural Affairs and The Center for Cultural Innovation's [Creative Economic Development Fund](#) to curate a weekly event to highlight Los Angeles Street Vendors!" [The link takes you to the press release.](#)

So the City's Cultural Affairs Dep't is now essentially directly sponsoring and subsidizing street vendors in Boyle Heights. That is, they're subsidizing illegal activities.

We will be sending a letter to council offices and DCA.

John

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**From:** Danielle Brazell [<mailto:danielle.brazell@lacity.org>]  
**Sent:** Thursday, June 18, 2015 12:28 PM  
**Subject:** You are invited to the Creative Economic Development Fund Inaugural Awards Ceremony

Dear Colleagues,

I hope you can join the Department of Cultural Affairs (DCA) and the Center for Cultural Innovation (CCI) as we honor the inaugural Creative Economic Development Fund grantees!

Best regards,

Danielle



**Big City Forum** (Pacoima)  
to launch a pop-up artistic, community-based,  
and retail residency -  
Talleres Publicos - within Pacoima

**Otherwild** (Echo Park)  
to create three new lines of queer-  
and feminist-specific products: gender-neutral  
fragrance, androgynous bathing suits,

Neighborhood City Hall

and jewelry

**GEO's Synaesthetic Emporium**  
(Eagle Rock & Highland Park)  
to expand business of artisanal sausages  
made to reflect personal, culturally-based  
experiences presented as pop-up  
performances

**Leadership for Urban Renewal Network (LURN), Inc** (Boyle Heights)  
to launch *AYE Boyle Heights* that will operate a  
monthly *Street Tacos & Art Night* event  
benefiting street vendors and in-residence  
local artist entrepreneurs

**Mi Vida Boutique** (Highland Park)  
to expand family-run marketplace of locally  
produced, handmade goods

**Piece by Piece** (South LA)  
to open a storefront selling mosaic wares  
designed and handmade by those living in  
poverty whose participation puts them on a  
path to earned income

**Public Matters LLC**  
(Historic Filipinotown)  
to train next generation community leaders to  
conduct historic-cultural tours of HiFi  
conducted by foot or jeepney

**River Wild LLC** (Elysian Valley of LA River)  
to establish *LA River Cafe* as a permanent  
place-based storefront anchoring the  
community

Grantees will present their exciting new projects taking place in Los Angeles that are creative, triple-bottom line enterprises using commercial strategies to achieve positive social outcomes. For more information, [ccarts.org/Los\\_Angeles\\_CEDF.html](http://ccarts.org/Los_Angeles_CEDF.html)

Light snacks and beverages will be provided.

**Wednesday, July 8, 2015**  
**4:00 - 6:00 PM**

Los Angeles City Hall  
Mayor's Press Conference Room  
200 North Spring Street, 3rd Floor  
Los Angeles, CA 90012

**RSVP Required by July 3, 2015** to CCI Managing Director Lauren Bailey  
[\(213\) 687-8577](tel:(213)687-8577), [lauren@ccarts.org](mailto:lauren@ccarts.org)

*Also, please join the #CEDF Twitter party on July 10 at noon, PDT*

**Danielle Brazell**  
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City of Los Angeles  
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